

Supporting Statement
Approval Request to Conduct Customer Satisfaction Research (OMB #1545-1432)
TE/GE Exempt Organizations Web-based Training Survey

A. JUSTIFICATION

1. Circumstances Making the Collection of Information Necessary

This package is a continuation of the same survey approved under CS-06-016, CS-07-071, CS-09-199, and CS-12-341. For calendar years 2012 and 2013, StayExempt.irs.gov hosted 24 training modules with various surveys following the completion of each training module. In 2014 and 2015, the website will include only 13 of those 24 modules using the same surveys, however, two additional courses will be added bringing the total to 15 training modules and applicable surveys.

The Customer Education and Outreach (CE&O) office of Exempt Organizations within the Tax Exempt and Government Entities (TE/GE) operating division of the IRS assists tax-exempt organizations in understanding their tax compliance requirements. CE&O does this by producing a variety of written and online publications and by sponsoring live seminars and workshops. Since 2000, CE&O has held annual workshops in six or more cities across the country for individuals who work with small and medium size tax-exempt organizations. In order to reach a larger audience, in 2007 CE&O developed a Web-based version of this workshop at www.stayexempt.org.

The target audience for this product includes staff and volunteers of organizations exempt under Section 501(c)(3) of the Internal Revenue Code. At the completion of each training within the Web-based workshop, the user can elect to take a survey regarding the effectiveness of the training module. The survey results provide CE&O with valuable feedback that allows them to improve future training.

2. Purpose and Use of the Information Collection

CE&O markets the Web-based training program using a variety of methods including, announcements via *EO Update* (an electronic newsletter with information for tax-exempt organizations and tax practitioners who represent them); a prominent link on the Charities and Non-Profits page of irs.gov; and asking stakeholders (trade associations, practitioner groups, etc.) to send their members a link to the site. The contractor purchased the URL “stayexempt.org,” and houses the training there. Thus, we can advertise the URL and users can go directly to the product without going to irs.gov first.

Approximately 96,873 customers took one of the training courses. After completing each training module, users can elect to complete a survey. 5,546 participants completed the survey in 2012 and 2013. That’s a response rate of 5.7% over the two years. The results from this survey are simply one piece of a larger set of information needed to assess the needs related to services provided by the IRS.

Based on the success of the training so far, and because we plan to maintain the training as-is for several more years, this clearance package covers the period of February 2014 – December 2015.

The contractor will continue to provide monthly reports on overall website usage and survey results. We will evaluate the survey results and make any necessary improvements to the training program.

3. Consideration Given to Information Technology

TE/GE is making full use of technology by offering more and more Web-based trainings to assist more and more customers better understand their tax obligation. The survey is also Web-based and is offered at the completion of each course.

4. Duplication of Information

This survey will provide valuable information that is not available in any internal IRS data source.

5. Reducing the Burden on Small Entities

NA

6. Consequences of Not Conducting Collection

Without this survey, TE/GE will not have the feedback necessary to enhance current trainings and develop new trainings around the customers' needs.

7. Special Circumstances

There are no special circumstances. The information collected will be voluntary and will not be used for statistical purposes.

8. Consultations with Persons Outside the Agency

NA

9. Payment or Gift

TE/GE will not provide payment or other forms of remuneration to respondents.

10. Confidentiality

All participants will be subject to the provisions of the Taxpayer Bill of Rights II during this study and TE/GE as well as the contractor will ensure that all participants are treated fairly and appropriately.

The security of the data used in this project and the privacy of taxpayers to the extent allowed by law will be carefully safeguarded at all times. Security requirements are based on the Computer Security Act of 1987 and Office of Management and Budget Circular A-130, Appendices A & B. Physical security measures include a locked, secure office. Notes are stored in locked cabinets or shredded. Data security at the C-2 level is accomplished via the Windows NT operating system. Systems are password protected, users profiled for authorized use, and individual audit trails generated and reviewed periodically.

The IRS will apply and meet fair information and record-keeping practices to ensure privacy protection of all taxpayers to the extent allowed by law. This includes criteria for disclosure—laid out in the Privacy Act of 1974, the Freedom of Information Act, and Section 6103 of the Internal Revenue Code—all of which provide for the protection of taxpayer information as well as its release to authorized recipients.

The survey will not contain tax return or taxpayer information. Survey participants will not be identified in any of the documents or files used for this project. We will limit and control the amount of information we collect to those items that are necessary to accomplish the research questions. We will carefully safeguard the security of data utilized as well as the privacy of the survey respondents to the extent allowed by law.. We will apply the fair information and record-keeping practices to ensure protection of all survey respondents. The criterion for disclosure laid out in the Privacy Act, the Freedom of Information Act, and section 6103 of the Internal Revenue Code provides for the protection of information as well as its releases to authorized recipients.

11. Sensitive Nature

No questions will be asked that are of a personal or sensitive nature.

12. Burden of Information Collection

The estimated time to complete the survey is 4.5 minutes. The estimated burden hours for 2014 and 2015 are lower than the burden hours in 2012 and 2013 due to less training modules offered (15 instead of 24). Based on the past response rate of 5.7 percent, we estimate 416 hours of burden over the requested period for this clearance (February 1, 2014 through December 31, 2015). Only the burden of those customers completing the survey is calculated above since the amount of time required to not navigate to the survey is zero.

Category of Respondent	No. of Respondents	Participation Time	Burden
All EO Web-Based Training Participants	96,873	N/A	N/A
Customers who respond to survey (subset of above)	5,546	4.5 minutes	24,957 minutes
Total Burden			416 hours

13. Costs to Respondents

No costs are anticipated.

14. Costs to Federal Government

\$4,000

15. Reason for Change

Not applicable.

16. Tabulation of Results, Schedule, Analysis Plans

Feedback collected provides useful information, but it does not yield data that can be generalized to the overall population. Findings will be used for general service improvement, but are not for publication or other public release.

Although TE/GE does not intend to publish its findings, TE/GE may receive requests to release the information (e.g., congressional inquiry, Freedom of Information Act requests). TE/GE will disseminate the findings when appropriate, strictly following IRS' "Guidelines for Ensuring the Quality of Information Disseminated to the Public.", and will include specific discussion of the limitation of the qualitative results discussed above.

17. Display of OMB Approval Date

We are requesting no exemption.

18. Exceptions to Certification for Paperwork Reduction Act Submissions

These activities comply with the requirements in 5 CFR 1320.9.

19. Dates Collection Begin and End

February 2014 – December 2015

B. STATISTICAL METHODS

The primary purpose of these collections will be for internal management purposes; there are no plans to publish or otherwise release this information.

1. Universe and Respondent Selection

CE&O markets the Web-based training program using a variety of methods including, announcements via *EO Update* (an electronic newsletter with information for tax-exempt organizations and tax practitioners who represent them); a prominent link on the Charities and Non-Profits page of irs.gov; and asking stakeholders (trade associations, practitioner groups, etc.) to send their members a link to the site. The contractor purchased the URL “stayexempt.org,” and houses the trainings there. The user can elect to complete the survey after completing each of the trainings.

2. Procedures for Collecting Information

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3. Methods to Maximize Response

All users are asked to complete the survey at the completion of the training.

4. Testing of Procedures

N/A

5. Contacts for Statistical Aspects and Data Collection

Michelle Pendzick in the Strategy & Planning Office, TE/GE manages all of the customer satisfaction survey. Michelle may be contacted at 202-683-9195 or by email at michelle.penzick@irs.gov.